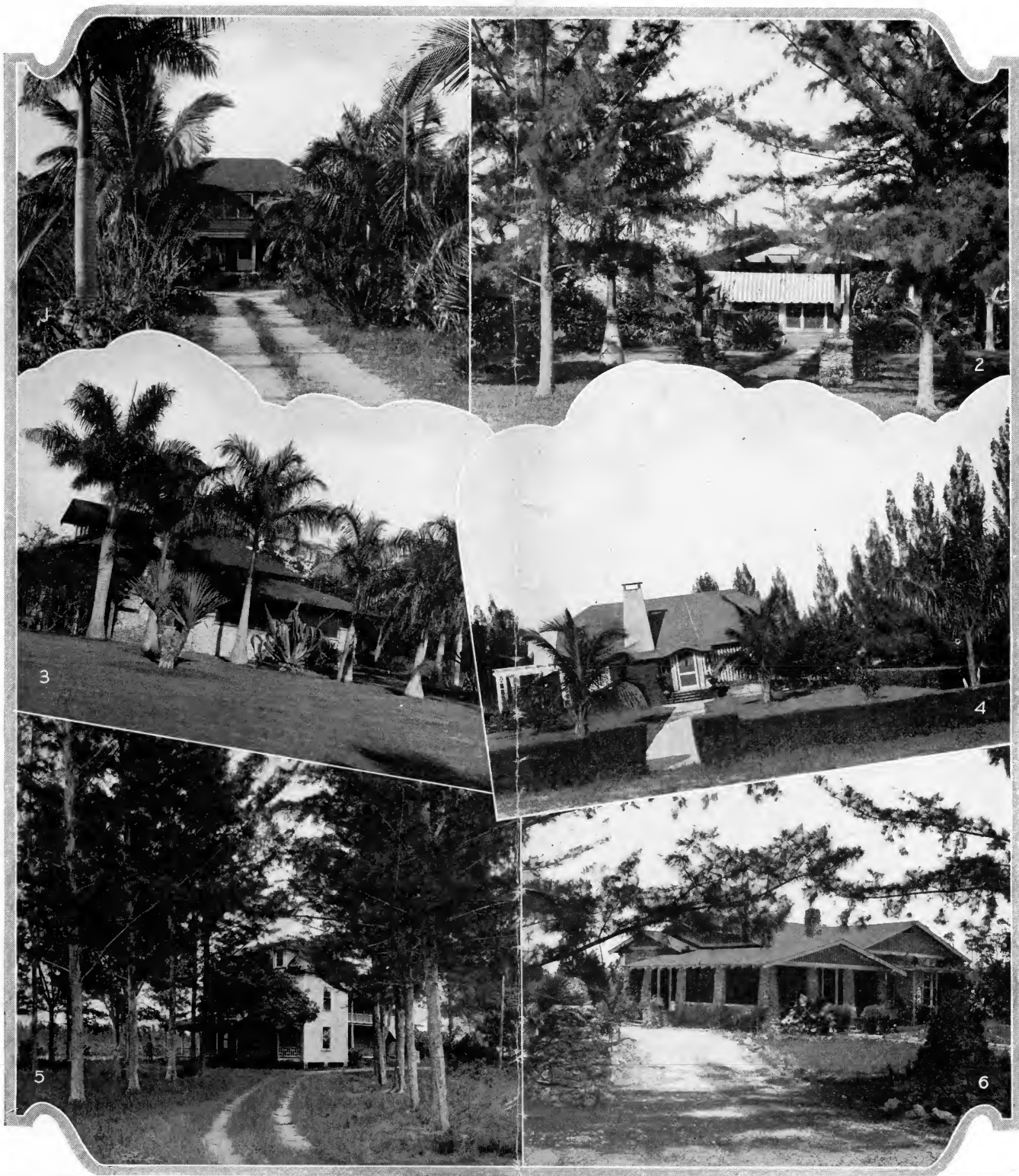


Fla

FLORIDA FLORIDA OF OF TODAY TODAY





FLORIDA HOMES MIDST A WEALTH OF TROPICAL FOLIAGE



(1) Blueberry Demonstration. Through careful selection and good care, many of our native blueberries grow into profit. (2) Who said that Florida could not grow grapes? Note this 30 months old vine.

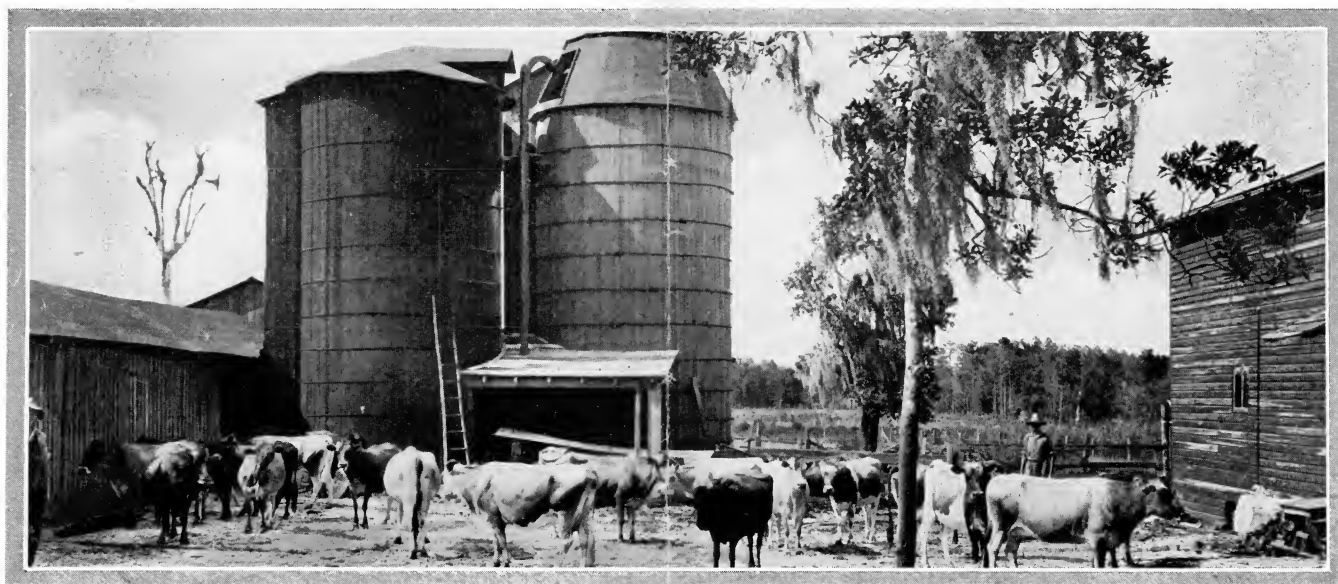
COMPARATIVE ANNUAL DATA FOR FLORIDA

TEMPERATURE					PRECIPITATION					
Year	Mean	Departure f'm the normal	Highest	Lowest	Average	Departure f'm the normal	Greatest in 24 hours	Month and Date	Greatest Monthly	Month
1892.....	70.4	— 0.4	101	22	47.99	— 4.64	23.25	June
1893.....	71.0	+ 0.2	104	19	53.01	+ 0.38	6.03	April 19	14.13	June
1894.....	71.2	+ 0.4	101	12	52.51	— 0.12	12.50	Sept. 25-26	19.78	Sept.
1895.....	69.9	— 0.9	100	11	45.50	— 7.13	5.07	July 11-12	21.03	Oct.
1896.....	71.0	+ 0.2	103	20	49.62	+ 3.01	9.05	July 7	20.90	June
1897.....	71.2	+ 0.4	104	17	56.69	+ 4.06	8.50	Sept. 21	23.01	Sept.
1898.....	70.5	— 0.3	102	17	48.36	+ 4.27	7.78	July 11	31.26	Aug.
1899.....	71.0	+ 0.2	104	— 2	53.93	+ 1.30	12.18	Oct. 3	29.10	Oct.
1900.....	70.7	— 0.1	104	13	61.19	+ 8.56	8.85	June 22	17.94	June
1901.....	68.8	— 2.0	107	12	58.47	+ 5.84	13.32	June 1	21.72	June
1902.....	70.8	0.0	105	15	51.24	+ 1.39	8.76	Dec. 3	20.25	Sept.
1903.....	69.8	— 1.0	105	17	55.79	+ 3.16	9.06	May 12-13	19.04	Sept.
1904.....	69.9	— 0.9	102	20	48.15	+ 4.48	10.48	Oct. 17	21.39	Oct.
1905.....	70.5	— 0.3	103	10	61.43	+ 8.80	10.00	Sept. 27	24.76	Aug.
1906.....	70.9	+ 0.1	101	14	53.76	+ 1.13	10.12	Sept. 27	20.99	Aug.
1907.....	71.5	+ 0.7	102	21	49.15	+ 3.48	14.96	Nov. 22-23	20.05	Sept.
1908.....	71.2	+ 0.4	103	20	48.54	— 4.09	9.79	Sept. 17	27.86	Oct.
1909.....	71.1	+ 0.3	103	16	49.52	+ 3.11	12.00	July 2	26.00	July
1910.....	69.2	— 1.6	102	19	50.88	— 1.75	9.70	Oct. 15	27.81	Oct.
1911.....	72.3	+ 1.5	104	15	47.40	— 5.23	12.50	Aug. 28-29	17.73	Aug.
1912.....	71.1	+ 0.3	104	21	64.88	+ 12.25	11.00	Nov. 21	28.14	Sept.
1913.....	71.2	+ 0.4	104	23	48.02	— 4.61	8.52	Mar. 9-10	22.87	Sept.
1914.....	70.3	— 0.5	107	19	49.08	+ 3.55	7.66	Nov. 13-14	22.53	Nov.
1915.....	70.4	— 0.4	105	23	56.30	+ 3.67	15.45	Aug. 2	20.70	Aug.
1916.....	71.1	+ 0.3	102	21	47.10	+ 5.53	10.84	July 8	30.57	July
1917.....	70.3	— 0.5	102	13	41.36	— 11.27	7.94	Oct. 16	20.06	Aug.
1918.....	71.3	+ 0.5	106	11	50.09	+ 2.54	6.98	May 1	15.88	Dec.
1919.....	71.6	+ 0.8	101	14	57.35	+ 4.72	11.95	Sept. 9-10	18.87	July
1920.....	70.1	— 0.7	102	19	57.79	+ 5.16	9.30	Feb. 2	21.50	Feb.
1921.....	72.2	+ 1.4	103	27	45.24	— 7.39	11.73	Oct. 25	31.34	Oct.
1922.....	72.3	+ 1.5	103	21	57.53	+ 4.90	7.91	Sept. 26	23.89	Oct.
1923.....	71.4	+ 0.6	102	15	50.17	+ 2.46	9.00	Oct. 17	19.93	May
1924.....	70.8	0.0	103	12	61.62	+ 8.99	23.22	Oct. 9-10	39.08	Oct.
1925.....	71.7	+ 0.9	107	15	52.64	+ 0.01	15.10	Nov. 29-30	18.74	May
1926.....	70.5	— 0.3	99	21	59.58	+ 6.95	10.00	Sept. 19-20	22.78	July
Mean.....	70.8				52.63					

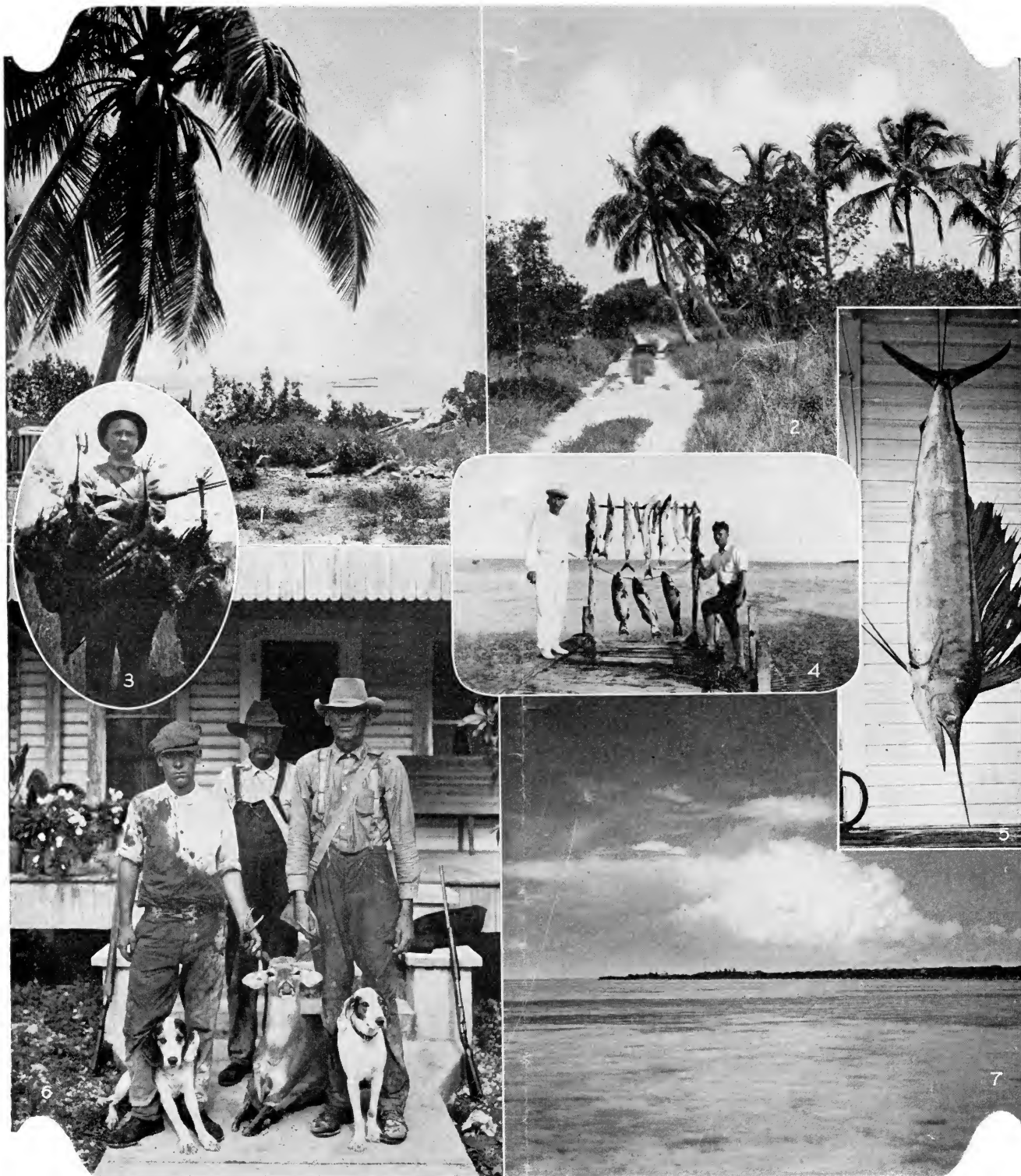
MAXIMUM RAINFALL AT REGULAR STATIONS, 1926

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual
5 minutes.....	.346 ¹	.445 ²	.366 ³	2 .334 ⁴	.351 ⁵	.401 ⁶	.644 ¹	.573 ²	.532 ³	1 .345 ⁴	.435 ⁵	.195 ⁶	.64
10 minutes.....	.541 ¹	.685 ²	.636 ³	1 .486 ⁴	.645 ⁵	.681 ⁶	.791 ¹	1 .023 ²	.672 ³	.551 ⁴	.795 ⁵	.245 ⁶	1 .02
15 minutes.....	.741 ¹	.795 ²	.885 ³	.656 ⁴	.865 ⁵	.931 ⁶	1 .043 ¹	1 .523 ²	.752 ³	.661 ⁴	1 .103 ⁵	.255 ⁶	1 .52
30 minutes.....	1 .134 ¹	1 .305 ²	1 .306 ³	.826 ⁴	1 .035 ⁵	1 .076 ⁶	1 .821 ¹	2 .683 ²	1 .302 ³	.983 ⁴	1 .705 ⁵	.395 ⁶	2 .68
1 hour.....	1 .764 ¹	1 .485 ²	1 .636 ³	1 .266 ⁴	1 .125 ⁵	1 .391 ⁶	2 .684 ¹	4 .303 ²	1 .32 ³	1 .283 ⁴	1 .955 ⁵	.435 ⁶	4 .30
2 hours.....	3 .074 ¹	1 .845 ²	1 .776 ³	1 .606 ⁴	1 .255 ⁵	1 .641 ⁶	3 .014 ¹	7 .083 ²	1 .925 ³	1 .704 ⁴	2 .055 ⁵	.621 ⁶	7 .08

¹ Apalachicola; ² Jacksonville; ³ Key West; ⁴ Miami; ⁵ Pensacola; ⁶ Tampa. † At 2 and 4.



A FLORIDA DAIRY



THRILLING SPORT AFIELD AND AFLOAT AWAIT YOU IN FLORIDA



TOBACCO PLANTATION

FLORIDA

REPRINT FROM BLUE BOOK OF SOUTHERN PROGRESS, 1927

Total Area, 58,666 Square Miles; Land, 54,861 Square Miles; Water, 3,805 Square Miles.

	1900	1910	1925	1926
Cotton Crop:				
Acreage	222,000	257,000	101,000	109,000
Bales, number	54,000	59,000	38,000	33,000
Value	\$2,592,000	\$5,500,000	\$3,589,000	\$1,683,000
Tobacco crop, pounds:				
Value	\$254,211	\$1,025,476	\$1,805,000	\$1,762,000
Acreage	2,056	3,987	7,000	5,500
Grain Crop:				
Corn, bushels	4,156,000	8,190,000	8,700,000	7,714,000
Value	\$2,494,000	\$6,962,000	\$8,700,000	\$7,097,000
Acreage	519,000	630,000	580,000	551,000
Oats, bushels	378,000	680,000	182,000	234,000
Value	\$189,000	\$442,000	\$164,000	\$152,000
Acreage	33,000	42,000	13,000	14,000
Livestock:				
Cattle, number	751,000	845,000	630,000	592,000
Sheep, number	125,000	114,000	59,000	59,000
Swine, number	464,000	810,000	458,000	485,000
Horses, number	43,000	46,000	28,000	27,000
Mules, number	14,000	23,000	43,000	43,000
Banking:				
Aggregate resources		\$73,573,258	\$658,335,000	\$713,354,000
Paid-in capital		\$9,575,135	\$25,997,000	\$34,082,000
Individual deposits	\$10,150,000	\$46,942,593	\$514,207,000	\$555,493,000
Railroad mileage	3,299	4,432	5,550	5,783
Motor vehicles, number		†1,749	286,388	401,562
Highway expenditures	**\$437,184	††\$2,280,255	\$31,698,214	\$32,000,000
Public schools, expenditures	\$766,000	\$1,773,000	†\$9,769,000	††\$12,398,902

†Census 1912. ‡1922. **1904. ††1914. ¶1924.



COTTON FIELD

FLORIDA

REPRINT FROM BLUE BOOK OF SOUTHERN PROGRESS, 1927

Total Area, 58,666 Square Miles; Land, 54,861 Square Miles; Water, 3,805 Square Miles.

	1900	1910	1925	1926
Population	528,542	752,619	1,264,000	1,300,000
Property, true value.....	\$355,743,000	†\$936,885,000	‡\$2,440,491,000
Assessed value property.....	\$96,686,954	\$165,000,000	\$620,913,000	\$786,643,000
Manufactures:				
Capital	\$25,682,171	\$65,290,643	*\$206,294,000
Products, value	\$34,183,509	\$72,889,659	††\$188,258,384	\$§267,009,000
Mines and Quarries:				
Capital	\$20,794,901	*\$58,067,662
Products, value	\$2,943,000	\$8,846,665	*\$8,976,413
Lumber cut, feet.....	788,905,000	992,091,000	¶1,089,429,000	\$1,063,876,000
Mineral products, value.....	\$3,326,517	\$9,284,705	¶\$13,101,000	\$§16,651,000
Phosphate mined, tons.....	706,243	2,067,507	¶2,373,530	\$2,672,650
Total land area, acres.....	35,111,040
All land in farms, acres.....	4,363,891	5,253,538	*6,046,691	\$5,940,229
Improved land, acres.....	1,511,653	1,805,408	*2,297,271	\$2,280,000
Number of farms.....	40,814	50,016	*54,005	\$59,202
Value all farm property.....	\$53,929,064	\$143,183,183	*\$330,301,717	\$§518,995,881
Value farm land.....	\$30,823,016	\$93,738,065	*\$228,424,740	\$§417,215,172
Farm products, value.....	\$18,309,000	\$43,689,000	\$102,000,000	\$88,000,000
Farm crops, value.....	\$13,498,000	\$33,217,000	\$84,245,000	\$70,961,000
Farm crops, acres.....	1,020,000	1,221,000	1,134,000	1,062,000
Citrus Crop:				
Oranges, boxes	273,000	4,888,000	9,100,000	9,900,000
Value	\$25,500,000	\$24,800,000
Grapefruit, boxes	12,000	1,062,000	7,300,000	6,900,000
Value	\$14,600,000	\$13,800,000

*Census 1920. †1912. ‡1922. ††1923. ¶1924. §1925.



Papaya, or Tree Cantaloupe. A fast-growing, herbaceous, branchless tree of ornamental foliage and sweet-scented flowers, bearing quantities of delicious melon-like fruit, highly esteemed for desserts and as an aid to digestion because of the papain they contain.



MOST FLORIDA GROVES ARE PROTECTED BY FRESH-WATER LAKES



AN ORANGE TREE IN FULL BEARING

Comparative Data of Florida and Other States

THE following figures indicate the per capita amount paid in Federal Income Taxes for the fiscal year 1926:

	Per Capita
FLORIDA	\$27.19
New Jersey	26.00
Pennsylvania	19.50
Ohio	17.00
Missouri	14.11
Colorado	12.10
Minnesota	11.40
Wisconsin	10.33
Kansas	8.89
Indiana	8.32
Washington	8.02
Oklahoma	7.50
West Virginia	7.33
Louisiana	7.17
Virginia	6.88
Texas	6.54
North Carolina	6.45
Kentucky	5.60
Iowa	5.17
Tennessee	4.52
Georgia	4.44
Nebraska	4.11
Alabama	3.33
Arkansas	2.50
South Carolina	2.44
Connecticut	1.92

(Figures from United States Revenue
Department Records)

Public Utility and Transportation Corporations, headed by the most conservative business men in the country, believe in the Products of Florida, for the 1926 Improvement Budgets of some of them were as follows:

Southern Bell Tel. & Tel. Co.....	\$10,000,000
Peninsular Telephone Company	2,500,000
Independent Telephone Company.....	500,000
Florida Power & Light Company.....	25,000,000
Florida Public Service Company.....	8,000,000
Florida Interurban Rapid Transit Co..	2,000,000
Pinellas County Power Company.....	5,189,000
Port Development	42,000,000
Highway Building and Maintenance...	12,600,000
R. R. Expenditures for Improvements.	150,000,000
Clyde Steamship Company	12,000,000
Merchants & Miners Steamship Co....	8,500,000

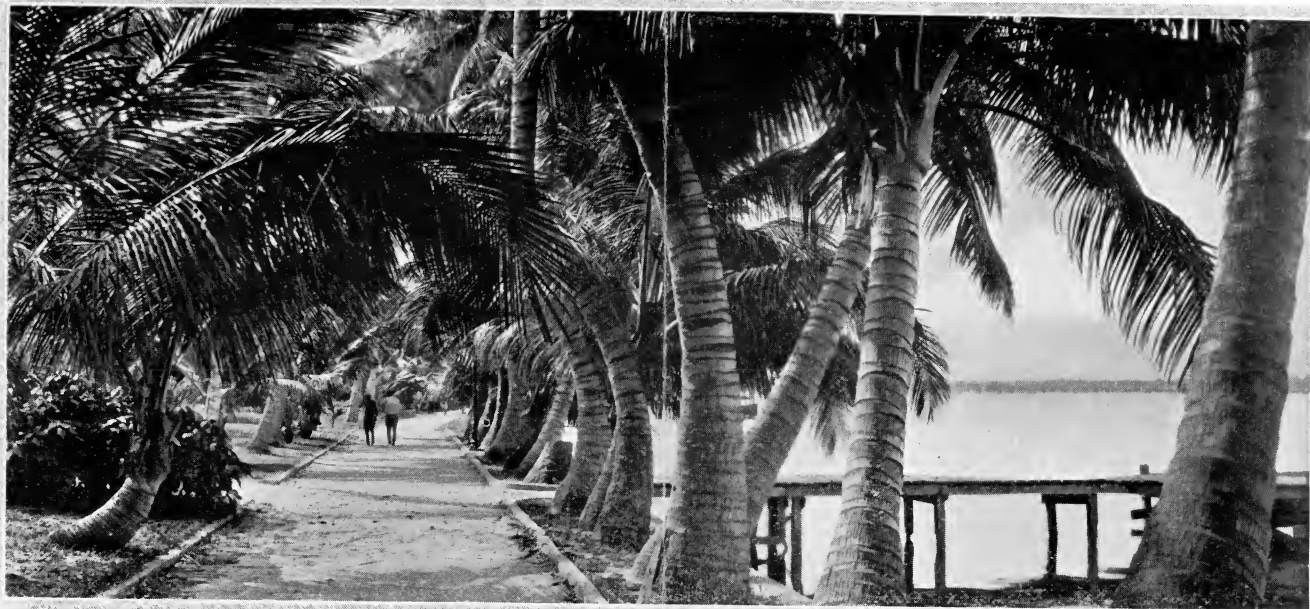
1927 List of Florida Industries As Classified by Industrial Survey



Group I. Edible Vegetable Products and Food and Kindred Products	No. of Establishments
Miscellaneous, including 15 products.....	55
Bakery products, bread, etc.	507
Bottlers of beverages	254
Candy and confectionery manufacturers.....	56
Coffee roasters	32
Dairies with 10 or more cows.....	1,098
Commercial fisheries	298
Fruit and vegetable preserving and canning.....	111
Grist mills	140
Ice cream manufacturers	149
Manufacturers of ice	189
Meat packing houses	24
	2,917
Group II. Inedible Vegetable Products (Except Wood and Textiles).	
Miscellaneous, including three products.....	19
Tobacco manufacturers, cigars and cigarettes.....	305
Nurseries, general, commercial.....	275
Florists	110
	709
Group III. Textile Products.	
Miscellaneous, including four products.....	26
Mattress manufacturers	47
Moss, dried and cleaned	5
Tents, awnings and sails.....	94
	172
Group IV. Printing and Publishing.	
Miscellaneous, including one product.....	25
Printers (job and book)	279
Newspapers and periodicals	244
Daily Newspapers	43
	568
Group V. Wood Utilization and Lumber Re-Manufacture.	
Miscellaneous, including nine products.....	25
Cooperage, barrels, staves and hoops.....	85
Baskets, boxes, crates and veneer manufacturers.....	66
Furniture (wooden, rattan and willow-ware).....	19
Millwork (including cabinet work).....	174
Planing mills	74
Sash, doors, blinds and windows.....	32
Shingle mills	26
Sawmills	595
Bodies (wagon, auto, truck)	39
Naval stores	602
Boat builders	73
Shipyards	24
Marine ways	25
	1,859
Group VI. Metal Working and Metal Products.	
Miscellaneous, including sixteen products.....	25
Foundries and machine shops.....	173
Sheet metal, roofing and tinners.....	192
	390
Group VII. Products of Mines and Quarries.	
Miscellaneous, including six products.....	14
Brick manufacturers	51
Clay and kaolin mining	16
Cement and concrete products.....	233
Fertilizers, mixed	42
Phosphate mining	29
Lime-rock mining	60
Sand, gravel and shell	56
Septic tanks	23
Marble, stone and tile.....	104
	637
Group VIII. Miscellaneous Industries not Classified, 52....	265
Grand Total	7,517

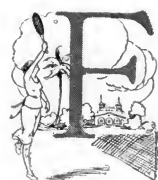


(1) Mango Tree. (2) Sandersha Mango—a Cooking Variety. (3) Small Mulgoba Mango



TOWERING PALMS, BLUE SKIES, SHIMMERING WATERS

Florida Geographically



FLORIDA has more sunshine in winter and less in summer than the Northern States. In Florida the shortest day in the year is only about three hours shorter than the longest day, but along the northern border of the United States there is a difference of nearly eight hours. This, in part, accounts for the mildness of Florida winters and the coolness of Florida summers. The Gulf Stream brushes the southeastern shore of the State and also modifies the climate.

Florida has the oldest permanent white settlement in the United States. It is the last State of the Union to be developed.

It has 35,000,000 acres; 2,841,600 acres are in water.

It lies between 24° 30' and 31° North latitude, and 79° 48' and 87° 38' West longitude.

It has a thousand miles of coast line.

Its rainfall is fifty-six inches—nearly five feet.

It is the largest State east of the Mississippi River except Georgia. It is equal in area to Maine, Vermont, Connecticut and Rhode Island—four times as large as Holland.

Its elevation is from tidewater to over three hundred feet.

Its mean annual temperature is from 68.8° to 72.3°.

Its highest temperature for thirty years was 100.7°.

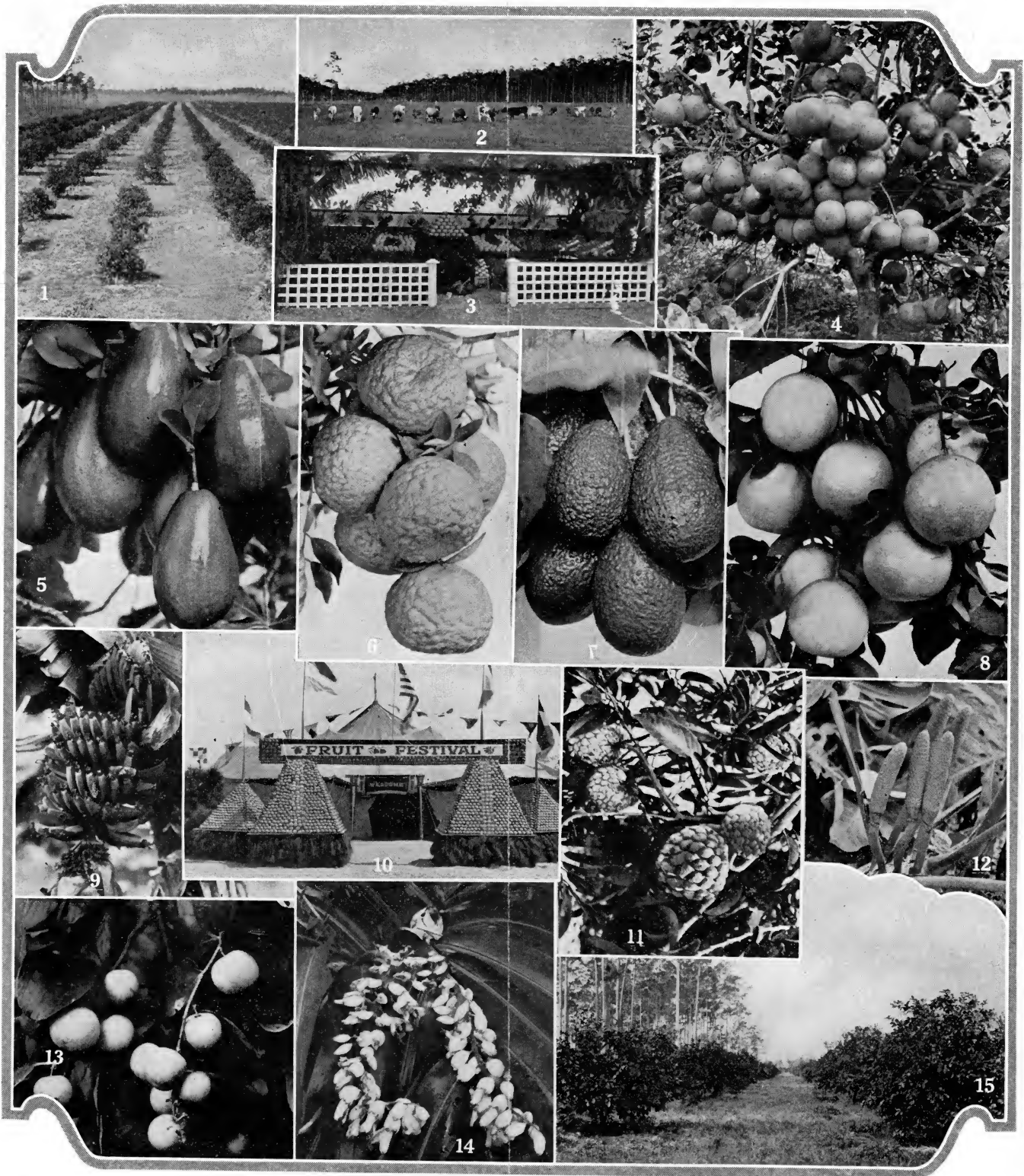
Its lowest was 0.2°, 1899, at Tallahassee.

Florida is in the same isothermal zone as the Madeira Islands, southern Spain, Sicily, Egypt, southern Palestine, northern Arabia, northern India, southern China, the Hawaiian Islands, northern Mexico, southern California, southern Arizona, southern New Mexico, southern Texas, and southern Louisiana.

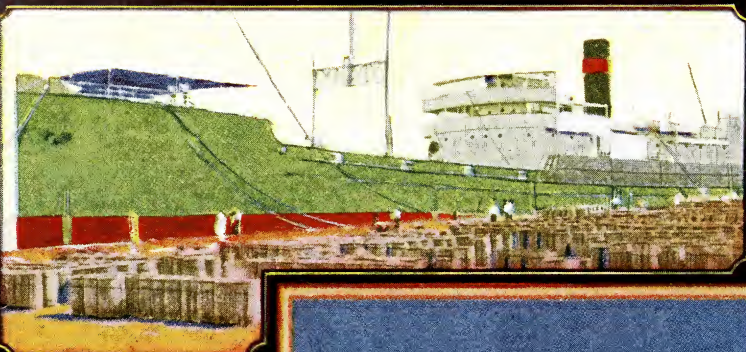
Florida is the land of romance, legend, song and story, from "Way Down Upon the Suwannee River" to "The over-sea route along the keys," and from Perdido's bordered valley to St. Augustine's templed shrines.

It is bathed in the passionate caresses of the southern sun, laved by the limpid waves of the embracing seas, wooed by the glorious Gulf Stream, whose waters, warmed by the tropical sun, speed northeastward to temper the climate of Europe.

An emerald kingdom by southern seas, fanned by zephyrs laden with ozone from stately pines, watered by Lethe's copious libation, decked with palm and pine, flower and fern, clothed in perpetual verdure and lapt in the gorgeous folds of the semitropical zone.



FLORIDA'S TROPICAL FRUITS AND FIELDS



SHIPPING

CATTLE



LUMBER



POULTRY



THRIVING CITY



CITRUS

INDUSTRY

AGRICULTURE



TENNIS



FISHING



BOATING



SPORTS



GOLF

GEORGIA

GULF OF MEXICO

ATLANTIC OCEAN

CUBA

ISSUED BY
THE BUREAU OF IMMIGRATION
DEPARTMENT OF AGRICULTURE

NATHAN MAYO
COMMISSIONER OF AGRICULTURE

T. J. BROOKS
DIRECTOR, BUREAU OF IMMIGRATION

PHIL S. TAYLOR
ADVERTISING EDITOR